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15750 U.S. PTO  
011504UTILITY  
PATENT APPLICATION  
TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.	2100023-991103
First Inventor	Allan L. Davidson et al.
Title	Content Development Management System and Method
Express Mail Label No.	EV 302277320 US

## APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

## ADDRESS TO:

Mail Stop Patent Application  
Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

1. ☒ Fee Transmittal Form (e.g., PTO/SB/17)  
(Submit an original and a duplicate for fee processing)
2. ☒ Applicant claims small entity status.  
See 37 CFR 1.27.
3. ☒ Specification [Total Pages 54]  
(preferred arrangement set forth below)
  - Descriptive title of the invention
  - Cross Reference to Related Applications
  - Statement Regarding Fed sponsored R & D
  - Reference to sequence listing, a table, or a computer program listing appendix
  - Background of the Invention
  - Brief Summary of the Invention
  - Brief Description of the Drawings (if filed)
  - Detailed Description
  - Claim(s)
  - Abstract of the Disclosure
4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets 72]
5. Oath or Declaration [Total Sheets 4]
  - a. ☐ Newly executed (original or copy)
  - b. ☒ Copy from a prior application (37 CFR 1.63(d))  
(for continuation/divisional with Box 18 completed)
    - i. ☐ **DELETION OF INVENTOR(S)**  
Signed statement attached deleting inventor(s) name in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
6. ☐ Application Data Sheet. See 37 CFR 1.76

7. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
  - a. ☐ Computer Reader Form (CRF)
  - b. Specification Sequence Listing on:
    - i. ☐ CD-ROM or CD-R (2 copies); or
    - ii. ☐ Paper
  - c. ☐ Statements verifying identity of above copies

## ACCOMPANYING APPLICATION PARTS

9. ☒ Assignment Papers (cover sheet & document(s))
10. ☐ 37 CFR 3.73(b) Statement (when there is an assignee) ☒ Power of Attorney
11. ☐ English Translation Document (if applicable)
12. ☒ Information Disclosure Statement (IDS)/PTO-1499 ☒ Copies of IDS Citations
13. ☒ Preliminary Amendment
14. ☒ Return Receipt Postcard (MPEP 503) (Should be specifically itemized)
15. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
16. ☐ Nonpublication Request under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.
17. ☒ Other: Transmittal of formal drawings (1p): Seventy-two drawing sheets; Check # 552293 for \$585.00 Express Mail Cert. No. EV302277320US;

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:

☒ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: 09/851,789

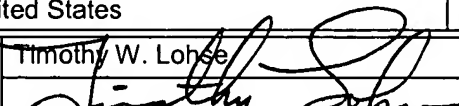
Prior application information:

Examiner Linh BlackArt Unit: 2177

For CONTINUATION OF DIVISIONAL APPS only; The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

## 19. CORRESPONDENCE ADDRESS

☒ Customer Number: 26379 OR ☐ Correspondence address below

Name	Timothy W. Lohse		
Address	Gray Cary Ware & Freidenrich LLP 2000 University Avenue		
City	East Palo Alto	State	California
Country	United States	Zip Code	94303
Telephone	650-833-2055	Fax	650-833-2001
Name (Print/Type)	Timothy W. Lohse	Registration No. (Attorney/Agent)	35,255
Signature		Date	January 15, 2004

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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American LegalNet, Inc.  
www.USCourtForms.com31355 U.S. PTO  
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# FEE TRANSMITTAL for FY 2004

Effective 10/01/2003. Patent fees are subject to annual revision.

## Complete if Known

Application Number	To Be Assigned
Filing Date	January 15, 2004
First Named Inventor	Allan L. Davidson et al.
Examiner Name	To Be Assigned
Art Unit	To Be Assigned
Attorney Docket No.	2100023-991103

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 585.00

### METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☐ Deposit Account:

Deposit  
Account  
Number  
Deposit  
Account  
Name

07-1896

Gray Cary Ware & Freidenrich LLP

The Director is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Credit any overpayments

☐ Charge any additional fee(s) or any underpayment of fee(s)

☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.

### FEE CALCULATION

#### 1. BASIC FILING FEE

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1001 770	2001 385	Utility filing fee	385
1002 340	2002 170	Design filing fee	
1003 530	2003 265	Plant filing fee	
1004 770	2004 385	Reissue filing fee	
1005 160	2005 80	Provisional filing fee	
SUBTOTAL(1) (\$)			385.00

#### 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
33	-20** = 13	9	117
Independent Claims	4	-3** = 1	43
Multiple Dependent			

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1202 18	2202 9	Claims in excess of 20	
1201 86	2201 43	Independent claims in excess of 3	
1203 290	2203 145	Multiple dependent claim, if not paid	
1204 86	2204 43	** Reissue independent claims over original patent	
1205 18	2205 9	** Reissue claims in excess of 20 and over original patent	
SUBTOTAL (2) (\$)			160.00

\*\*or number previously paid, if greater; For Reissues, see above

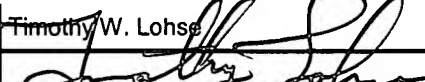
### FEE CALCULATION (continued)

#### 3. ADDITIONAL FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for <i>ex parte</i> reexamination	
1804 920*	1804 920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of SIR after Examiner action	
1251 110	2251 55	Extension for reply within first month	
1252 420	2252 210	Extension for reply within second month	
1253 950	2253 475	Extension for reply within third month	
1254 1,480	2254 740	Extension for reply within fourth month	
1255 2,010	2255 1,005	Extension for reply within fifth month	
1401 330	2401 165	Notice of Appeal	
1402 330	2402 165	Filing a brief in support of an appeal	
1403 290	2403 145	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 110	2452 55	Petition to revive - unavoidable	
1453 1,330	2453 665	Petition to revive - unintentional	
1501 1,330	2501 665	Utility issue fee (or reissue)	
1502 480	2502 240	Design issue fee	
1503 640	2503 320	Plant issue fee	
1460 130	1460 130	Petitions to the Commissioner	
1807 50	1807 50	Processing fee under 37 CFR 1.17(q)	
1806 180	1806 180	Submission of Information Disclosure Stmt	
8021 40	8021 40	Recording each patent assignment per property (times number of properties)	40
1809 770	2809 385	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 770	2810 385	For each additional invention to be examined (37 CFR 1.129(b))	
1801 770	2801 385	Request for Continued Examination (RCE)	
1802 900	1802 900	Request for expedited examination of a design application	
Other fee (specify)			
SUBTOTAL (3) (\$)			40.00

\*Reduced by Basic Filing Fee Paid

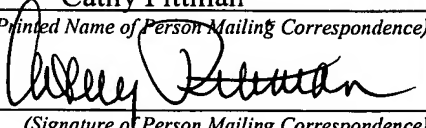
### SUBMITTED BY

Name (Print/Type)	Timothy W. Lohse	Registration No. (Attorney/Agent)	35,255	Telephone	650-833-2055
Signature		Date	January 15, 2004		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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<b>CERTIFICATE OF MAILING BY "EXPRESS MAIL" (37 CFR 1.10)</b>			Docket No. <b>2100023-991103</b>
Applicant(s): <b>Allan L. Davidson and Susan Janette Ziff</b>			
Serial No. <b>To Be Assigned</b>	Filing Date <b>January 15, 2004</b>	Examiner <b>To Be Assigned</b>	Group Art Unit <b>To Be Assigned</b>
Invention: <b>CONTENT DEVELOPMENT MANAGEMENT SYSTEM AND METHOD</b>			
<p>I hereby certify that the below described correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 in an envelope addressed to: The Commissioner of Patents and Trademarks, Mail Stop Patent Application, P.O. Box 1450, Alexandria, VA 22313-1450 on January <u>15</u>, 2004:</p> <p>Patent Application Transmittal Form (1 pg);</p> <ol style="list-style-type: none"> <li>1. Copy of prior application:             <ol style="list-style-type: none"> <li>a) Description, Claims, Abstract (54 pgs);</li> <li>b) Drawings (72 pgs);</li> <li>c) Declaration and Power of Attorney (4 pgs);</li> <li>d) Assignment documents (5 pgs);</li> </ol> </li> <li>2. Transmittal of Formal Drawings (1 pg);</li> <li>3. Seventy-two (72) sheets formal drawings;</li> <li>4. Transmittal and Preliminary Amendment (3 pgs);</li> <li>5. Information Disclosure Statement (4 pgs);</li> <li>6. IDS References: 5 PCT App'n., 1 FR App'n., 1 EU App'n., 2 Int'l Search Reports;</li> <li>7. Fee Transmittal FY 2004 (1 pg);</li> <li>8. Check # <u>562293</u> for \$585.00;</li> <li>9. Express Mailing Certificate No. EV 302277320 US (1 pg); and</li> <li>10. Return postcard.</li> </ol>			
<div style="margin-bottom: 10px;"> <u>Cathy Pittman</u>  <small>(Typed or Printed Name of Person Mailing Correspondence)</small> </div> <div style="margin-bottom: 10px;">   <small>(Signature of Person Mailing Correspondence)</small> </div> <div> <u>EV 302277320 US</u>  <small>("Express Mail" Mailing Label Number)</small> </div>			

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Susan Jannette Ziff and Allan L. Davidson  
Serial No.: To Be Assigned  
Filing Date: January 15, 2004  
Group Art Unit: To Be Assigned  
Examiner: To Be Assigned  
Title: CONTENT DEVELOPMENT MANAGEMENT  
SYSTEM AND METHOD

**Mail Stop Patent Application**

Assistant Commissioner of Patents  
P.O. Box 1450  
Alexandria, Va 22313-1450

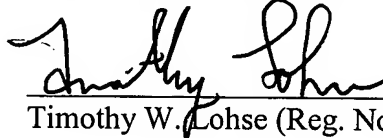
**TRANSMITTAL OF FORMAL DRAWINGS**

Sir:

Applicants herewith submit seventy-two (72) sheets of formal drawings to accompany the above-described continuation patent application filed herewith.

Respectfully submitted,

GRAY CARY WARE ▲ FREIDENRICH LLP



Timothy W. Lohse (Reg. No. 35,255)

Dated: January 15, 2004

GRAY CARY WARE ▲ FREIDENRICH LLP  
ATTN: PATENT DEPARTMENT  
2000 University Avenue  
East Palo Alto, CA 94303  
Tel: 650/833-2055